

Curriculum Vitae of Richard S. McPherson (Rick)

University of Washington
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Specialty Areas of Interest

Business Planning
Digital Media Marketing
International Business
Leadership
Management

Marketing
Metrics and Measurements
Organizational Analysis & Design
Operational Improvements
Outsourcing/In-sourcing

Problem Solving
Project Management
Quality Improvement
Strategic Planning

Academic Experience

UNIVERSITY OF WASHINGTON

2006 to Present

Lecturer - Management and Organization, Michael G. Foster School of Business

Teaching a variety of management and leadership courses in the Undergraduate and MBA Programs. Emphasis has included strategic management, leadership for high performance organizations and business planning and management.

Adjunct Faculty – Department of Communications, School of Arts and Sciences

2009 to Present

Teaching in the Masters of Communications in Digital Media (MCDM) program integrating business concepts into the program. Course instructor for the 1st place 2010 UW Business Plan Competition team members (\$25,000 prize).

SEATTLE UNIVERSITY

2005 to Present

Adjunct Professor – Marketing, Albers School of Business and Economics

Teaching various Marketing courses in both the Undergraduate and Core MBA Programs. Emphasis has included Principles courses, Consumer Behavior and International Marketing areas.

Professional Experience

MANAGEMENT CONSULTING – VARIOUS CLIENTS

2005 to Present

Strategic Planning, Business Feasibility, Business Planning, Outsourcing/Insourcing, Operations Improvements, Succession Planning and Organizational Design

ALPINE EVERGREEN

2004 to Present

Board of Directors Member (strategic planning and business development leader)

T-MOBILE USA

2003 to 2005

Vice President

Opened 200 new retail stores in 2004, led the development of new corporate department

CRESA PARTNERS

2003

Partner – Strategic Planning and Consulting Services, Transaction Services

MEDIAONE GROUP and AT&T BROADBAND

1997 to 2002

Vice President and Executive Director Positions

Led various spin-off, merger and acquisition project teams during this timeframe

U S WEST BUSINESS RESOURCES, INC.

1985 to 1997

Director ('91-'97)

Served on multiple process improvement projects, led efforts to become named as "Best in Class"

MOUNTAIN BELL and AT&T INFORMATION SYSTEMS

1979 to 1985

District Manager ('83-'85) (Youngest District Manager in AT&T)

Served on "Team of 100" Task Force as part of the break-up of the Bell System

Community Service

Faculty Advisor for UW's Montlake Consulting Group student organization

Board of Directors and Officer– Eastside Domestic Violence Program, Bellevue (2004-2008)

Board of Directors – Denver Children's Home, Denver (2000 to 2004)

Board of Directors – Washington State CoreNet (2004-2008) (President 2006-07)

Various positions with Junior Achievement, DECA, IDRC, CoreNet and Church Groups

Education, Certifications and Licenses

Masters in Business Administration, University of Denver, Executive MBA Program, 1997
Bachelors in Business Administration (with honors), Arizona State University, 1979
Certified Facilitator- problem solving, process improvement and quality

Courses Taught or Being Taught

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| Applied Strategies (BA 510 – MBA Core) | Leadership & Organizational Effectiveness (MGMT 300) |
| Business, Government and Society (MGMT 320) | Leading High Performance Organizations (MBA 545) |
| Business Planning - Essentials for Business (Admin 510) | Marketing Management (MBA 517) |
| Business Strategy (Capstone course) (MGMT 430) | Marketing Principles (MBA 508) |
| Consumer Behavior (MKTG 351) | Motivating for High Performance (MGMT 403) |
| Digital Media Economics and Management (COM 587) | Principles of Management (MGMT 380) |
| Digital Marketing and Branding (COM 588) | Principles of Marketing (MKTG 350) |
| Global Environments of Business (MGMT 320) | Strategic Research & Business Practices (COM 529) |
| International Marketing (MKTG 456) | Strategic Management (COM 597E) |

Sample Academic Achievements

Consistently receive high student evaluation scores for teaching effectiveness, instructor contribution to the course and amount learned in a course.

Recruited to teach more courses in business planning, marketing and management in MCDM and UW's Professional and Continuing Education Courses.

Faculty adviser for a 1st Place internationally ranked Business Case Competition

Instructor for a Business Planning course where a student's project was submitted and won the UW's Business Plan Competition (\$25,000 in seed money)

Teaching through "Real Life" Consulting projects - Student coursework has included over 70 real life consulting projects for businesses ranging from Microsoft to start up ventures, and ranging from international expansion projects to new market entries, to business planning to process improvement. Consistently high client satisfaction results from work provided through student teams.

Teaching through "Real Life" Business Plans – Student Coursework has included the creation of over 100 business plans for the development and funding for various business ideas ranging from small consulting practices to retail stores to corporate jet leasing programs. Several projects have gone forward with development and implementation.

Received the inaugural "Faculty of the Quarter" Award for Spring, 2010 by the Alpha Kappa Psi Business Fraternity

Sample Professional Achievements

Leadership:

Managed the process and organizational improvements of a 500-person team to become a best-in-class, operationally efficient, and financially viable organization. An independent consulting company identified that the organization was "best in class" in cost and quality. A leading industry publication named our department as one of the 5 best managed in the country in the Fortune 500 companies.

Led the development and implementation of a "self directed work team" that took the responsibility and accountability to dramatically improve operations while improving the quality of work life. Employees became engaged in improving the business by understanding how they impacted it, and together we implemented a 21% productivity and 40% cost improvement with service levels rising to 98%.

Led several cross-department organizational analysis and design projects at a major regional telecommunications firm identifying over \$80M in annual savings through improved and streamlined processes and flatter organizations, creating more meaningful jobs for all employees and implementing key metrics for future success.

Persuaded top management and the Board of Directors of a Fortune 50 Company to invest \$70M to improve operations and reduce costs when they originally thought we could not afford to do anything.

Led and implemented a strategic planning project for a \$40M family owned business that included a survey of the shareholders, development of action items and subsequent decisions to enable new ideas and better aligned strategies and objectives. Led the succession planning process and the search and hiring of a new General Manager.

Customer Focus and Operational Excellence:

Managed several customer care and customer service organizations that required improvement in service and productivity. Productivity improved by 20-30% while service also improved as measured through customer satisfaction surveys.

Led the negotiation of a restructuring of an IT Services contract in a way that resulted in a "win-win" for company and supplier. Identified each stakeholder's key needs from the contract and then determined how to reach those goals for mutual satisfaction. Reduced cost to company by 25% while increasing service levels to client groups and preserving profitability for supplier.

Served on Customer Care Management Committee for two major telecommunications firms that resulted in developing solutions to improve the customer care provided to customers through improved processes, systems and decreasing turnover of employees.

Financial Analysis and Problem Solving:

Conducted over 30 feasibility analysis projects that were all approved for implementation. Tasks included problem definition, root cause problem solving, alternatives identification, recommendations and implementation plan.

Included both financial analysis and other factors evaluations.

Led the IT initiatives funding approval process to optimally allocate \$600M in capital and expense budgets for a large telecommunications firm.

Selected Professional Presentations

- “Looking Ahead to Corporate America’s Space & Service Needs”, Wharton School of Business, Philadelphia, 1999
- “Mergers and Acquisitions – Meeting Wall Street’s Expectations”, IDRC World Congress, New York, 2000
- “Mergers and Acquisitions – Tools to Manage Change” NACORE High Tech Conference, San Francisco, 2000
- “Corporate Infrastructure Management and Strategies”, NACORE National Conference, Las Vegas, 2000
- “Justifying Strategic Infrastructure” IDRC World Congress, Seattle, 2001
- “Outsourcing Strategies, Issues and Actions” CoreNet Global Summit, Philadelphia, 2002
- “Demand Forecasting for Strategic Management” CoreNet Professional Education Program, Atlanta, 2002
- “Infrastructure Management – Strategies & Issues”, CoreNet Leadership Discovery Forum, Los Angeles 2002
- “Strategic Planning”, Denver Children’s Home Board of Directors, Denver, 2003
- “Corporate Users Needs and Opportunities”, CRESA Partners Meeting, Atlanta, 2003
- “Corporate Alignment and Metrics”, Washington CoreNet Chapter, Seattle, 2004
- “Global Business Issues”, Seattle University Global Studies Class, Seattle, 2005
- 20 other presentations covering strategic planning, leadership, change management and operations improvement